

PRESS RELEASE

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CITY ANNOUNCES NEW KNOZONE WEBSITE, SOCIAL NETWORKS.

Knozone.com reminds Hoosiers that everyone can help make a difference in air quality.

INDIANAPOLIS – The City of Indianapolis announced a new website today for KNOZONE, the city's voluntary air pollution reduction program. (<http://www.knozone.com>) The campaign's new tagline, "Clean Air Matters," focuses on reminding Central Indiana that there are simple actions that *everyone* can take to help improve local air quality.

"We're making a difference in the region's air quality while also educating our residents in a way that's interesting and fun," said Mayor Greg Ballard. "Managing air quality is important to our region's continued economic viability, but we felt it was important to make this information speak to anyone eight to eighty years old. Because clean air *does* matter, and everyone can help make a difference."

Visitors may opt-in via the new site to receive email or SMS text message notifications during KNOZONE Air Quality Action Days (KAQAD). A KAQAD is an alert that is declared when air pollution levels such as ground-level ozone are predicted to climb to levels that are unhealthy for sensitive groups, represented by the color orange on the Air Quality Index (AQI).

The new site also features a revised set of no-nonsense action steps, from not idling in long drive-thru lines, to leaving a few minutes earlier to avoid rush-hour traffic. "These are steps that anyone can take to help improve the quality of air that they breathe every day," shared program manager Monica Dick.

In addition, the site boasts links to KNOZONE's Facebook Fan page as well as a Twitter feed. The Facebook page focuses on rallying volunteers for grassroots-level "impact area" events, while the program's presence on Twitter focuses on offering relevant tips, news and announcements.

Upon arriving on the homepage, visitors will notice the animated likeness of the Indianapolis skyline, as well as the prominent hot air balloon, which changes colors based on the current Air Quality Index conditions.

"We would like to think that KNOZONE.com and this administration are reinventing what it means to create a 'city initiative' website," said Josh Miles. "Today we're also launching Zoneout, an online air quality video game developed by The Basement. It's a fast-paced game that will be fun for anyone. In addition, the site will offer downloadable AQI Widgets and other helpful features created by Fat Atom."

Interested residents are encouraged to sign up for the email blasts, text messages, Facebook group or Twitter feed to stay up to date on the latest enhancements to the site.

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About KNOZONE:

Ground level ozone is monitored in Indianapolis from April through the end of September. High temperatures, sunlight, low winds and increasing energy demands make those months the most likely to have harmful amounts of pollutants in the air.

Clean air is good for our health and our environment – it's also beneficial for our bottom line. By reducing emissions and maintaining clean air, Indianapolis can avoid federal designations that convey a perception of decreased livability and create a negative economic impact. That's why it's important for all of us to work together to reduce air pollutants including fine particulate matter and carbon monoxide.

If you have asthma or are affected by air pollutants, visit the Air Quality Index website. And be sure to add 317.327.4AIR to your contacts list. It's your hotline for daily ozone information that will help you plan your day accordingly.

SustainIndy:

Mayor Ballard launched SustainIndy and created the Office of Sustainability in October, 2008. SustainIndy is a bold and innovative enterprise aimed at delivering long-term cost savings to the City, building the local economy, improving our quality of life and enhancing our environmental and public health. Its efforts are designed to aggressively move Indianapolis forward in making it one of the most sustainable cities in the Midwest.